

FIG. 1

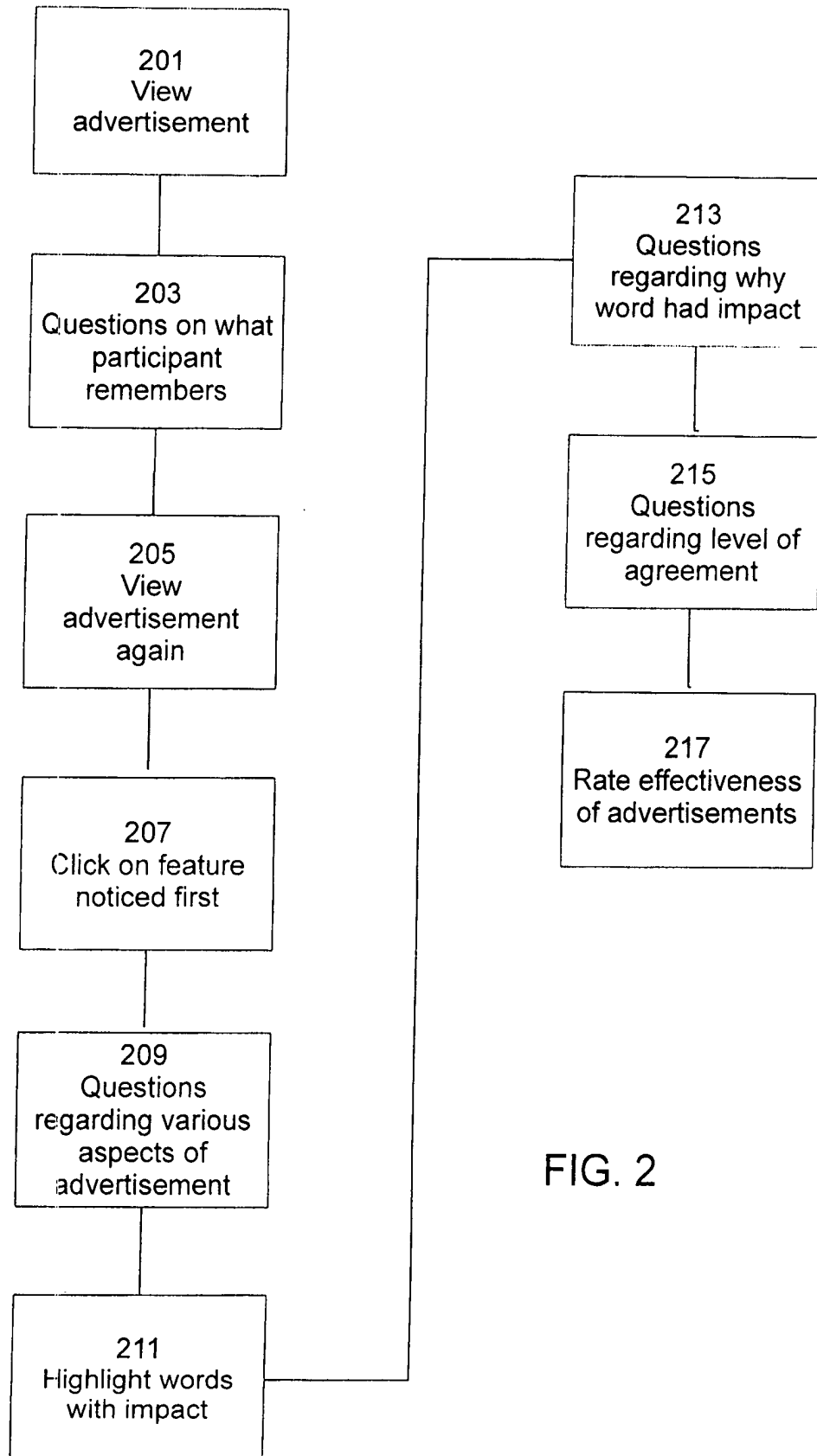


FIG. 2

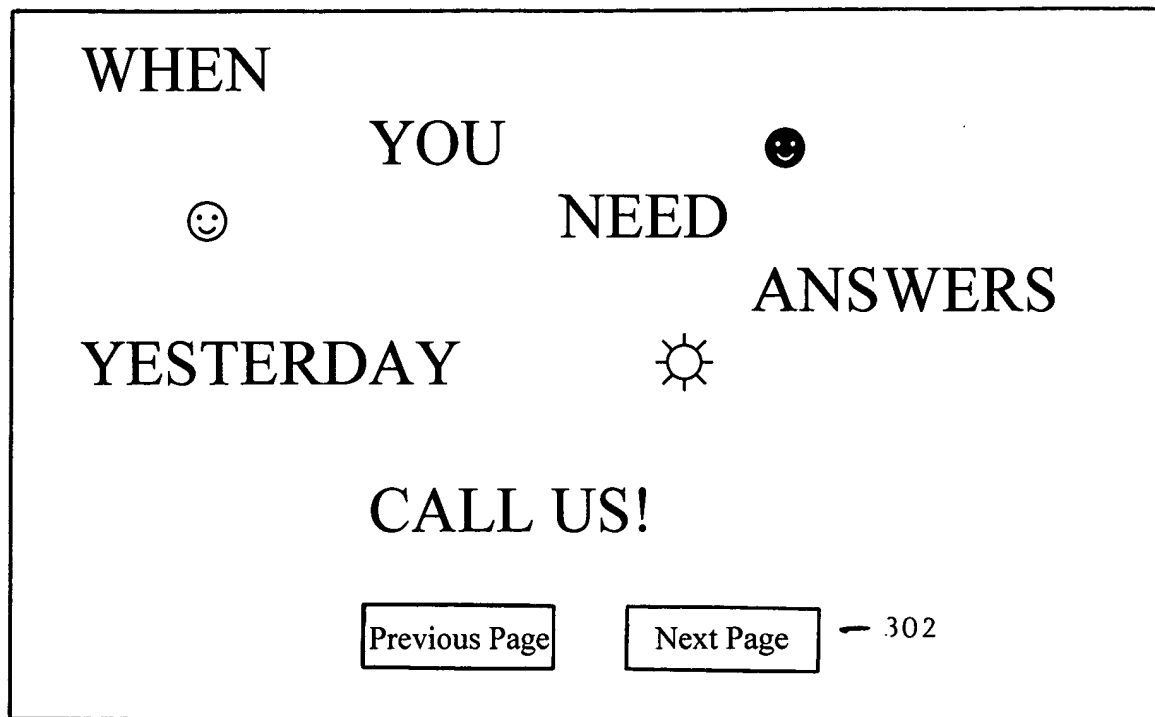


FIG. 3

1. In the spaces below, please write the names for as many products or topics that you can remember.

- |    |                      |       |
|----|----------------------|-------|
| 1. | <input type="text"/> | - 400 |
| 2. | <input type="text"/> | -402  |
| 3. | <input type="text"/> | -404  |
| 4. | <input type="text"/> | -406  |
| 5. | <input type="text"/> | -408  |

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FIG. 4

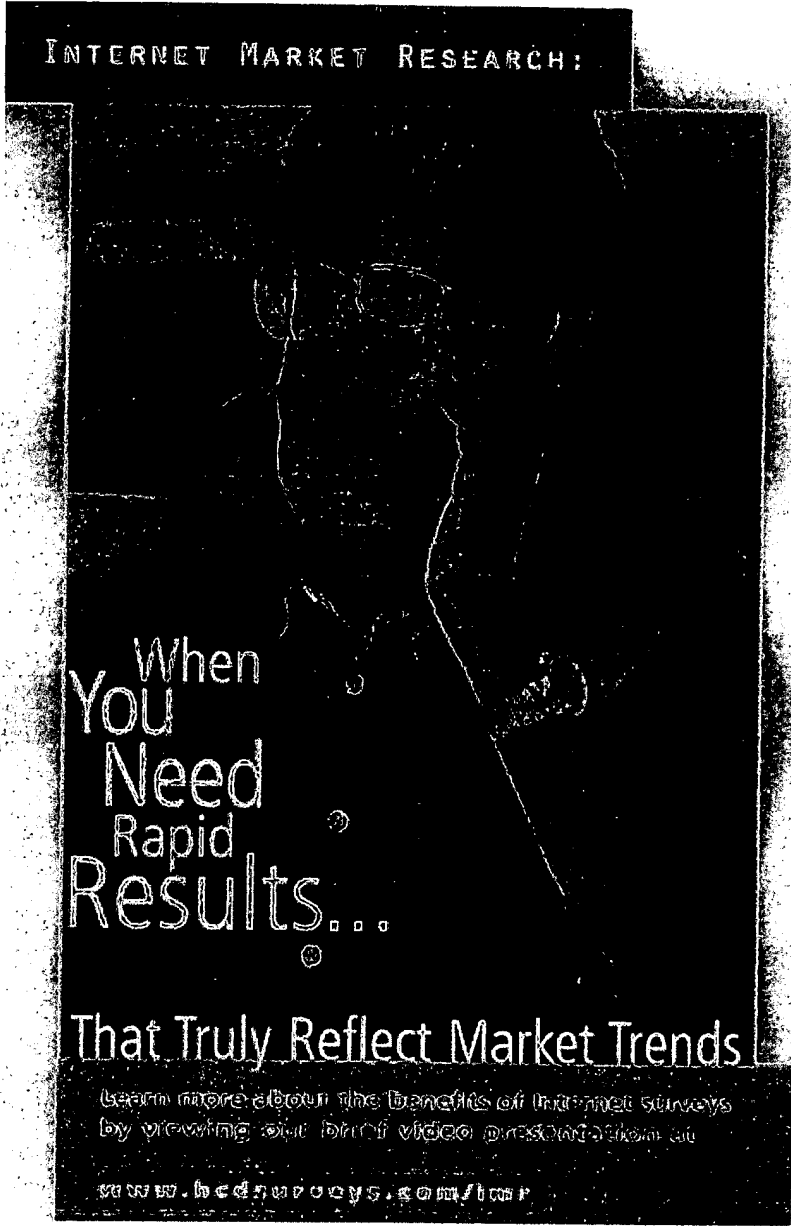
You will now view a new advertorial. Please use your mouse and click on that part of the ad that first catches your attention.

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FIG. 5

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INTERNET MARKET RESEARCH:

When  
You  
Need  
Rapid  
Results...

That Truly Reflect Market Trends

Learn more about the benefits of Internet surveys  
by viewing our brief video presentation at  
[www.hednsurveys.com/imr](http://www.hednsurveys.com/imr)

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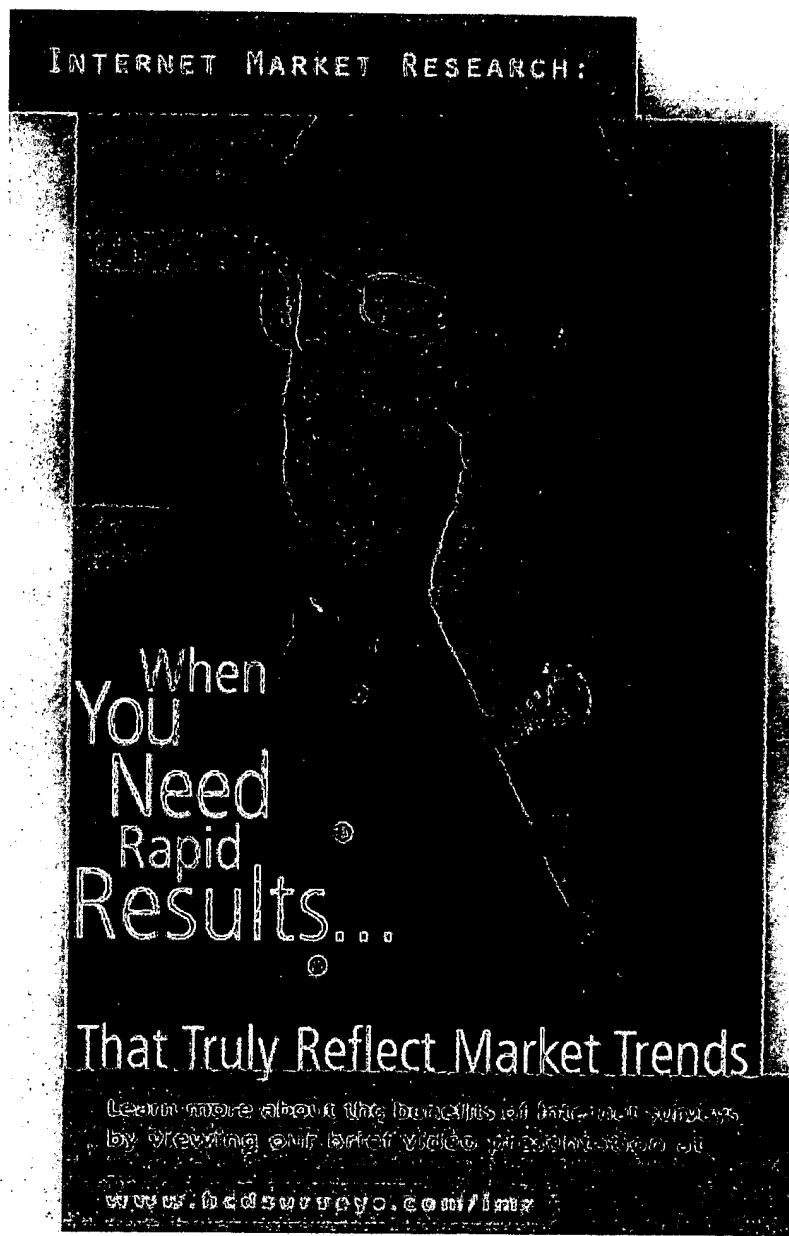
FIG. 6

2. What was the main point that the ad was trying to communicate? -702

3. What message was the graphic image trying to communicate? -704

4. Using your mouse, please highlight the single word or group of words that had the most impact on you either positive or negative, by clicking on each word. -706

FIG. 7



5. Why did you pick this/these word(s)?

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6. Based upon viewing this advertorial, please indicate your level of agreement/disagreement with the following statements. There is no right or wrong answers.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Stongly Agree
	1	2	3	4	5	6	7
The overall Message Communicated By this Advertorial is Easy to Understand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The overall Message Communicated By this Advertorial is Believable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The overall Message Communicated Is relevant to My market Research Needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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FIG. 9

1. Which of the three advertorials do you find most effective at communicating information to psychiatrists? Please distribute 100 points among the three ads. The more point that you give to a particular ad, the stronger your preferences. Your total points allocated must add to 100.

Brochure A

Brochure B

Brochure C

<input type="text"/>	Brochure A
<input type="text"/>	Brochure B
<input type="text"/>	Brochure C
<input type="text"/>	Total (must add up to 100)

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FIG. 10

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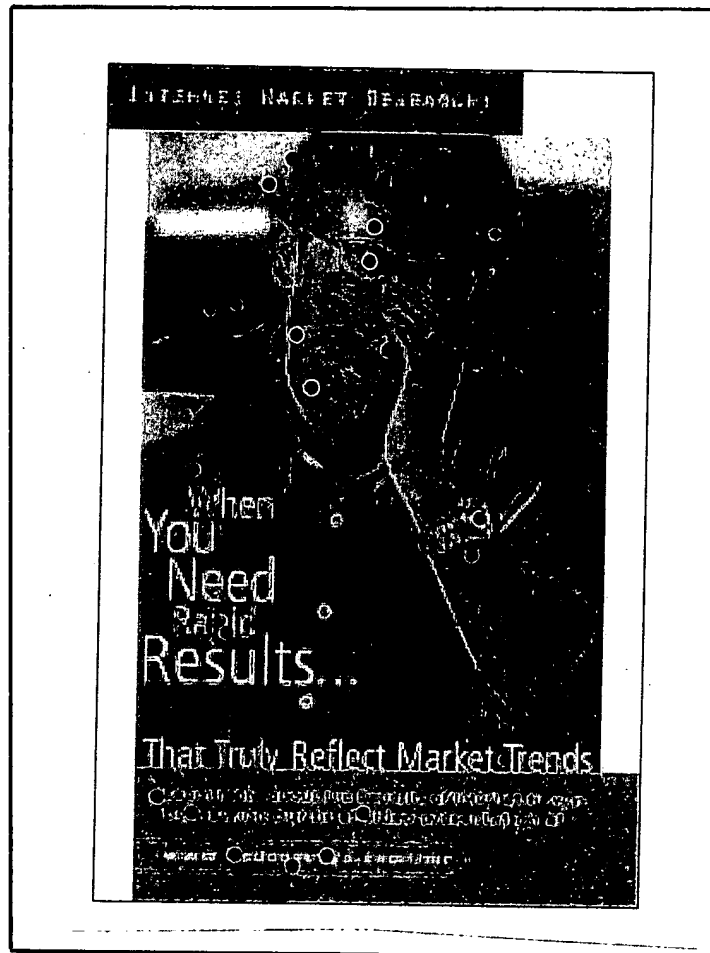


FIG. 11

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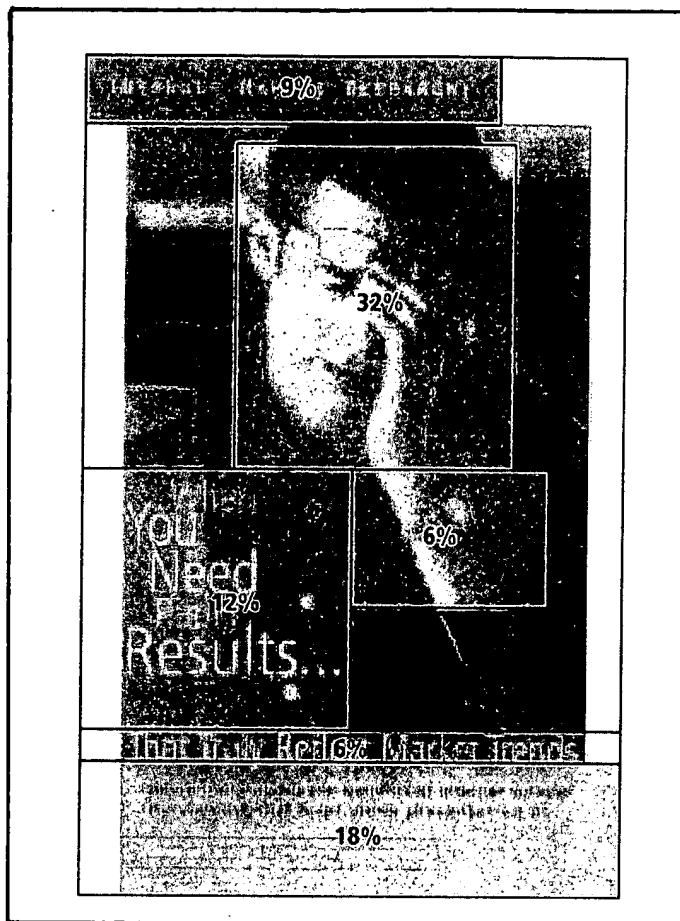


FIG. 12